ELECTRICITY IS CHEAPER POWER

Cleanliness Is Assured by Use of Electric Force Where Most Desired.

VIEWS OF A COFFEE ROASTER

Thirty-Three Per Cent. Cheaper Than Steam for Running Small Machinery.

"The object of every business enter-prise to-day is economic production. By this I mean economy in every de-partment. In spite of the great hue and cry about the trusts eliminating all competition, enough of that force still exists to make it necessary for every business firm to-day to study economic methods and conduct in or-der to compete with others in the same line of business. One of the greatest guestions facing every manu-

der to compete with others in the same line of business. One of the greatest questions facing every manufacturing enterprise is economic power. To my mind electric motors, individual driven machines, is the real solution of this question."

Those were the sentiments as expressed yesterday by General manager S. F. Guggenheimer, of the Imperial Coffee Company. Mr. Guggenheimer is in a business which has the keenest kind of local, as well as foreign competition, and has had to study economic conditions of manufacturing and marketing his product. With many years' experience as a manufacturer, he has had an abundant opportunity to study which kind of power was best suifed to his needs, and also the cheapest. He says that electricity is the hest power for his or any other industry using power.

Electricity Is Clean.

Electricity Is Clean.
Continuing his discussion on this subject, Mr. Guggenheimer said:
"The first thing we watch for in this business is cleanliness, and that means in every department there must be cleanness. Electricity is unquestionably the cleanest, as well as the meat economical power that can be used. We have ten separate motors distributed around our building. These vary from one to ten horse-power cach and average a total of forty-five horse-power. Our printing presses, automatic weighing and regising machines, large roasters and samfive horse-power. Our printing presses, automatic weighing and regising machines, large roasters and sample roaster in the office, green coffee mixers, separators, mixers, milling machines, for removing even the most minute particles of dirt from the beans; tumblers for mixing and polishing the roasted beans, granulators and pulverlers are all operated by electricity and the beauty and economy of the matter is that the individual motors attached to one or two machines we have the expense of running the motor only as long as we are using the machinery, and then, too, we do not have to have the building filled with hangers, shafting and beiting, as would be the case if we had a fifty horse-power engine run by steam. A steam engine we would have to run all the time because some of the machinery is being used constantly, though not all.

Cheaper Than Gas.

Cheaper Than Gas.

"We find the only drawback in this but needs to be the very heavy cost of gas we have to use for roasting the coffee, as it is the cleanest heating agent available. The gas charges here, as compared with other cities, are extremely high. If the city would adopt a discount scale, such as is the rule with the electric light and power company, the cost would be much rule with the electric light and power company, the cost would be much cheaper, I am now getting prices from all cities of the country for gas and find that many have the discount practice, but not as liberal as the electric company here."

Among the machines in the plant under Mr. Guggenheimer's charge is what is called the "milling machine." This machine even takes bits of metal and nails from among the grains in

This machine even takes bits of metal and nails from among the grains in addition to every particle of dust, dirt, sand or small gravels. Twelve electric magnets catch the bits of iron and nails which may be in the coffee.

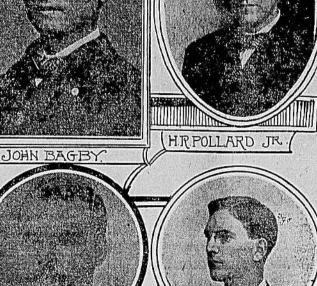
"Electricity is at least thirty-three and one-third per cent, cheaper than steam or key other power for manufacturing purposes," said Mr. Guggenheimer, "and over one hundred per cent, more convenient and safe for general use. This is as true of lighting as of power. Every one of the five stories of this building are illuminated with electric lights."

RESPONSIBLE PEOPLE?

PHONE No. 2362.

YOUNG MEN IN THE FRONT RANK OF THE REAL ESTATE BUSINESS





Pollard & Bagby, a Twelve-Year-Old Firm of Hustling Handlers of City, Suburban and Country Farm Property.

JAS D. BARKE

the matter of age. It was estabof young men, and in the twelve years tion in the very front rank of real estate dealers. Indeed, it is doubtful If there is a firm in the city that does a larger business. Their condoes a larger business. Their commodious new office, No. 1102 East Main Street, is one of the largest and best fitted up "realty shops" in the city, or in the State. Pollard & Bagby deal in—that is, buy and soll—all manner of city and suburban property and do a large rental business, having as extensive a rental account as any firm in Richmond. They also have a special farm department in which they buy and sell farms in the counties adjacent to Richmond. They also have do a large loan business, putting out vast sums of money annually on real estate security.

The firm is composed of three members, H. R. Pollard—all young men and hustlers in the real estate business. They would be hustlers in any line of trade, but they have been brought up in the business they are now so successfully conducting, and

JOHN G. RICHARDSON

ing. London sold about \$0,000 shares

ing. London sold about \$0,000 shares in New York, and English holders were reported to be very apprehensive about the coming settlement, and the Berlin Bourse was said to be in a state bordering on panic. It was undoubtedly this foreign selling that was the main factor of the state of the settlement of the settlement

factor in depressing that was the man factor in depressing the New York market and that was instrumental in starting fresh liquidation on this side of the Atlantic. Quite a number of stocks declined to the lowest point

STALLED IN THE CITY OF be a check to expansion, unless per

WE HAVE SOLD AND IN-

tone was decidedly weak. Sales, 840,-

There seems to be an impression in some financial circles in New York,

in Richmond, and in other money cen-tres, that the business situation must slow down and follow, in some degree, the liquidation in the stock market, To date there is little to indicate any

business curtailment, because the books of manufacturers and jobbers show orders sufficient to insure activity for

The Accepted Time.

"De choir am now about to vociferate," said good old Parson Bagster, during a recent Sabbath morning's service in Ehenezer Chapel, 'and uh-whilst dey am a-doin' of it, I solemnly suggests dat de mothers of dem sawsy child'en dat has been un'-sturbin'

STOCKS AND BONDS.

000 shares.

introduced good vitizens, who are making two or more blades of good grass grow where only one, and that a poor one, perhaps, came up before. The rental department has its busy days, as the firm has a large account of this kind, but, beyond the matter of keeping the books in shape and collecting the rents, this department has but little to do right now, for the business has been conducted with such activity all the houses on the long list are now occupied by good tenants.

Pollard & Bagby's office force is made up of polite and accommodating gentlemen, who are not only predicted in the work assigned them, but are gentlemen with whom it is a pleasure to do business. Mr. J. Mosby West is the chief bookkeeper, and Mr. John R. Ellysof holds the position of second bookkeeper. Mr. John G. Richardson is the energetic collector.

The conservate of Pollard & Bagby.

The concern of Pollard & Bagby, when first established twelve years ago, occupied offices on Eleventh Street, but their immense business outgrew that home, and just a year ago they moved into their present spacious quarters at 1103 East Main, which was, at great expense, fitted up especially for the real estate business.

The Revised Version.

The slump seems to be still on, much to the chagrin of people in this part of the country, who sometimes venture to deal in the stocks and securities that are bought and sold on the New York market.

At the opening of the exchange in that city yesterday morning the market broke badly under the leadership of Canadian Pacific, which opened from 3 1-8 to 5 1-8 down from Friday's clossing. London sold about \$8,000 shares

William C. West, Architect.

1103 East Main Street,

(Merchants National Bank Building)

RICHMOND, .

STALLED IN THE CITY OF RICHMOND WITHIN THE LAST FEW YEARS 279 MOTORS, ALL OF WHICH ARE NOW RUNNING AND GIVING ENTIRE SATISFACTION. DURING THIS PURCHASED BY RICHMOND PEOPLE. THESE OUTSIDE MOTORS COULD NOT HAVE GIVEN BETTER SATISFACTION THAN OURS, AND PROBABLY COST MORE THAN THE HOME PRODUCT. STALLED IN THE CITY OF RICHMOND PEOPLE as check to expansion, unless perhaps conditions of crops produce such hopes for large harvests as to change the conservatism of the monet. The point is made, however, that the collapse in the stock market prices as not the result of any national disaster, but was brought about almost entirely by the phenomenal activity in business generally, which was of such volume as to absorb all liquidation, capital and credit. There is, therefore, a possibility that the speculative liquidation may correct the monetary position so that corporate credit will increase to a point that will permit of the extension previously planned. At all events, the Paint-Paint-Paint

Makes the old house look new, Makes the old-fashion house look modern, if the colors are rightly chosen.

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MANAGER



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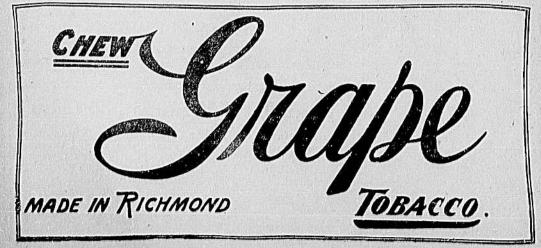
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